



October 2, 2012

Cover Letter

The below document contains Motto Productions, Inc. response to RFP No. 2013-10 for the Flagstaff Regional Plan-Technical Editing, Graphic Design, and Web-Site Design

Motto Productions, Inc. respectfully submits their proposal on Wednesday, October 3, 2012

Motto Productions, Inc.
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Tucson, AZ
85749

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Title Page

Organization

Motto Productions, Inc. has been in business for over a decade working with clients locally, regionally, and nationally. Motto is a full-service Advertising Plus agency with global reach and local impact. Services include marketing, advertising, website design, graphic design, commercial production, public relations, and business consulting. The vision is to have a positive impact on the businesses and communities in which we work. Exceeding client expectations in the most imaginative ways possible is at the core of our mission and drives all we do. Maximizing client marketing and communication investments to produce bottom-line results is our top priority.

Our company principals have been operating for nearly a decade under Motto Productions, Inc. with a focus on the Western United States; specifically the state of Arizona. Over 100 local, regional, and national companies have benefited from our team of experts who collectively have over 100 years of expert knowledge and know-how. Building on this success, our team is made up of creative directors, business strategists, publicists, marketing directors, graphic designers, web designers, and media planners and buyers, and editors. Besides staff expertise, one thing that separates us apart from other agencies is our in-house commercial production facility. Complete with edit bays and the latest graphic and animation technology, we are able to provide cutting edge designs for websites, print, television, outdoor, and digital projects.

Motto has worked with companies and businesses of all sizes as well as municipalities, universities, health care organizations, hospitals, non-profit groups, trade shows, entertainment venues, and everything in-between. The principal owners are passionate about operating a purpose-driven Agency that is not only sensitive to the needs of their clients and the communities in which they do business, but to transforming businesses and communities that ultimately improves the quality of life for all. Motto carries on the tradition of giving back to communities by helping local and national non-profit groups achieve their missions through board memberships, sponsorships, cash donations, and pro-bono services.



Presented Approach-Suitability of the Proposal

As a full service advertising agency, Motto has access to everything, and more, listed within the Scope of Work for the RFP. Our technical editor has been involved in all facets of copywriting, technical editing, and creative development for over 30 years. He has worked on journals, proposals, manuals, web content, and lengthy documents. The graphic design team at Motto consistently develops images that are unique and eye-catching. The team has a combined 50 years of experience with graphic design and has worked with hundreds of clients, from small too big and everything in-between. Our web designer is seasoned and pixel-perfect with a passion for creative solutions. He has been designing websites since 1995 and has worked with clients like Pima County, the University of Arizona, Swiss Capital, Atlantic Records, Capital One and many, many more. The team that Motto has assembled to follow your lead for the Regional Plan is dedicated to making your vision a reality and delivering on-time, on budget end result.

Phase I

With Phase I being the most labor intensive of the three phases, the technical editor, the graphic design team, and the website designer will all be heavily involved. Additionally, upon the launch of the project, detailed time lines will be made available to the involved parties.

Technical Editor responsibilities for Phase I:

- Initial edits for organization, content, technical accuracy, and style
- Initial proofreading for grammar and syntax
- Adherence to all legal guidelines
- Development of a checklist to review processes for the document as needed
- Reviews style guideline(s) as needed
- Check all graphics, figures, listings, tables, and any other non-text items for uniformity
- All other checklist items as outlined in the stated RFP

Graphic Designer responsibilities for Phase I:

- Develop tables, graphs, and charts as needed
- Create designs ("look", color scheme, logos) using various mediums to sent as "comps"
- Review designs for quality, accuracy, and consistency
- Begin to maintain accurate visual files for reference purposes
- Where needed, perform color correction and manipulation of current images
- Understand customer requirements and develop project plan and timelines
- Suggest design solutions to meet customer specifications
- Clearly understand all intents for the finished project
- Work closely with the technical editor and the web designer to manage the time lines
- All other checklist items as outlined in the stated RFP



Web Designer responsibilities for Phase I:

- General design of webpage(s) layout
- Initial determination of all technical requirements
- Create backup files
- Solve any preliminary code problems
- Begin to plan and develop any and all web design applications that may be appropriate to incorporate within the final Plan website
- Begin to develop any programming features and enhancements
- Perform root-cause analysis, test, and deploy programs and applications
- All other checklist items as outlined in the stated RFP

The Agency envisions Phases II and III of the Plan being a less labor intensive process than Phase I. The Technical Editor, Graphic Designer, and Web Site Designer will begin to finalize their work as well as continue to check on progress and updates.

Phases II and III

Technical Editor responsibilities for Phases II and III:

- Continue to review, edit, and rewrite any text as needed
- Continue to organize for technical accuracy
- Continue to review the figure captions to make sure they are consistent with the text and the illustration in the figures
- Manage meeting minutes to guarantee, when appropriate, important information is added to the Plan
- Ensure that page breaks are where they need to be
- Work closely with both the graphic designer and web designer to ensure uniformity for all Plan material
- Final proofread

Graphic Designer responsibilities for Phases II and III:

- Continue to make revisions as dictated by the public process and the City of Flagstaff
- Make all necessary and requested edits and changes
- Work closely with both the technical editor and the web designer to manage time lines

Web Designer responsibilities for Phases II and III:

- Continue making modifications and changes to the website as deemed necessary
- Guarantee that all files are backed up
- Develop training materials, when needed, to assure a smooth transition once the City of Flagstaff takes over the new website
- Test the site architecture and functionalities
- Assess and evaluate the technical and functional design requirements of the new website

Proposer's References

Name of Firm – El Rio Community Health Center

Contact Person – Miguel Cruz

Title – Director of Marketing

Phone – 520-309-2418

Fax – 520-205-4995

Address – 3480 E. Britannia Drive, Building B, Tucson, AZ 85706

Email Address – MiguelC@elrio.org

Reason for Selection as Reference – Miguel and the El Rio Community Health Center is a relatively new client. The reason we chose him as a reference would be for you to get a fresh perspective on how we develop and foster relationships with our clients.

Date, Project Size, Budget, Complexity, Scope and Duration, Attendance and Review of the Event –

Motto is working with the Foundation side of the El Rio Community Health Center which is tasked with raising money for the organization. The work that Motto is doing involves the capital raising campaign; designed to increase donations and contributions to the Health Center. In addition, Motto has been hired for a rebranding campaign as well as redeveloping the image. The goal of the campaign is to make the Southern Arizona community more aware of the work the El Rio does to increase support, participation, and general awareness.

Name of Firm – Nova Home Loans

Contact Person – Kym Adair

Title – Director of Corporate Marketing

Phone – 520-202-4113

Fax – 520-300-9814

Address – 6245 E. Broadway, Tucson, AZ 85711

Email Address – Kym.Adair@novahomeloans.com

Reason for Selection as Reference – Motto has a long-standing relationship with Nova Home Loans as a full-service agency. From website design to graphic design, print ads to billboards, Motto handles all aspects of marketing and advertising for Nova.

Date, Project Size, Budget, Complexity, Scope and Duration, Attendance and Review of the Event –

Motto has been working with Nova Corporate for over seven years on all of their advertising and marketing projects. Yearly, Motto handles their \$1,000,000 corporate marketing budget and allocates dollars to best represent the ongoing goals of Nova. Currently, Motto handles all marketing, advertising, production, and media for Nova Corporate in Arizona, Nevada, Colorado, and Illinois. Advertisements and marketing plans are tailored for each of the regions that Nova operates in and regularly updated. Motto also handles the marketing and advertising for individual loan officers in each of the before mentioned regions. Those budgets tend to be smaller – anywhere from \$2,000 - \$6,000 per month.



Name of Firm – Chapman Automotive Group

Contact Person – Markus Beaumonte

Title – Director of Marketing

Phone – 520-748-1000

Email Address – MarkusBeaumonte@chapmantucson.com

Reason for Selection as Reference –Chapman is a highly regarded and respected automotive group within the state of Arizona and the relationship that Motto has built with them has led to award winning advertising campaigns.

Date, Project Size, Budget, Complexity, Scope and Duration, Attendance and Review of the Event –

Motto regularly puts together production pieces (print, television, graphic design, radio) for Chapman in excess of \$500,000 per year. The campaigns and production include all aspects of what Motto has to offer; creative development, graphic design, animation and motion graphics, commercial production, etc. Motto and Chapman Automotive Group have been working together on multi-faceted campaigns for close to five years and the production pieces have appeared throughout Southern Arizona and the Phoenix/Scottsdale region.



Expertise in Recommending and Communicating Appropriate Technical and Aesthetic Solutions

Aesthetic Solutions:

Motto has a strong belief in including the Client throughout the entirety of the creative, technical, design, and production process. Once a project has been given the green light, Motto adheres to a planning timeline that ensures both the Agency and the Client are in full agreement before the project begins:

1. Brainstorming sessions – however many are necessary
2. Research – look at similar projects, style guides, stock photos, etc.
3. Delivery to client of “comps” to choose from – assists the Agency in providing creative direction. For this particular project, the comps would include samples of color schemes, logos, cover designs, symbols, etc.
4. Continuous dialogue throughout the planning process between the Agency and the Client
5. Ensure that all chosen images will also work with the website to guarantee quick loading and ease of maintainability

With over ten years of knowledge working on creative direction, Motto has the experience to take the Client’s vision and make it a reality. By having the technical editor, web designer, and graphic designer all under one roof, they are able to work closely to guarantee a smooth, on-time project.

Technical Solutions:

At Motto, we work to create unparalleled content and strategies that satisfy the needs of our Clients. We offer all of the technology and know-how to provide trackable results that resonate with audiences and help to simplify complex problems for clients. With a unique ability to align our creative, technology and marketing insight with clients’ strategic goals, Motto has generated measurable results for businesses of all sizes, locally, regionally, and nationally.

Our Agency provides ideas, development, strategy, customer relationship marketing and digital solutions that satisfy the needs of our Clients. Integrated campaign communications through multiple media channels and the development of products and applications for specific digital platforms are all very much part of our award winning portfolio.

Through detailed research, we are able to recommend the best possible technical applications and solutions for our clients as well as implement them in a timely manner. Our goal is to have the end product we user friendly and nearly turnkey; making the transition that much easier.

Over the years, our team has developed a system of methods that guide every aspect of our projects. By listening to our clients and working together to plan projects, creating a procurement strategy, working to determine the most effective execution plan, and documenting important lessons learned at every phase of a project, we have arrived at what we believe are the 4 keys to project success:



Plan

- When planning a project, we always ensure that our client's needs are met
- We conduct team war room brainstorming meetings
- We adhere to strict project controls related to scheduling and budgeting

Procure

- Technical solutions also develop strategic relationships that enable cost-effective materials procurement
- We believe in a proven and systematic approach
- When applicable, we pre-purchase materials and manage them efficiently to save time and money

Execute Flawlessly

- We employ high-quality people with an uncompromising commitment to our clients
- We leverage technology
- We engage specialized talent who are experts in their given field
- We adhere to strict project controls
- We save our clients money and time due to upfront planning

Lessons Learned

- As our team works on a project, they are careful and mindful to document lessons learned real-time – throughout each phase of a project. Not after a project is finished
- Lessons learned are documented and can be accessed by all team members to help them be more efficient
- We focus not only on items that will improve efficiency for ourselves, the lessons learned are also client-focused and client-involved

Hosting

One thing that tends to complicate the decision of choosing a web host is the large (and often unnecessary) features list that each service provides. Although price, bandwidth and disk space are often the biggest determining factors, it's also important to evaluate what other features and add-ons each host offers. Motto will help to guide you through the process in determining the best possible hosting solution for the Plan.

Web hosting is one of the three most essential components of putting your website online; a domain name (web address), a website, and a web host. Your domain name tells people where to find you, your website is viewed by your visitors, and hosting makes your site part of the Internet. Quite simply, the definition of Web hosting is an online storage service for any content displayed or accessed through your website. Common examples of stored information include images, video, or design templates.

Motto Productions uses a product called Network Solutions for all website hosting projects and our web designer will help recommend which applications will be best for you within the hosting program. Without knowing the specifics, a shared hosting package that includes features and tools to help build and define your website, including file transfer protocol (FTP) accounts, popular programming languages, and a blog may be the best hosting option. In addition, Network Solutions offers 24/7 customer service and worry-free uptime reliability.

Through Network Solutions, your website will come with plenty of disk space and bandwidth to accommodate your needs. Additionally, you will be able to transfer files hassle-free with the FTP File Manager by simply dragging and dropping. Secure FTP & Secure Copy gives you the ability to securely transfer sensitive files.

Budget wise, we would anticipate hosting costs at no more than \$50/month.

Aesthetic Capabilities

We use a clear visual hierarchy with graphic elements and visual cues to help users. This guideline should influence all aspects of the design of your site. Users should be able to comprehend who you are and what is most important from how you use the visual elements on the home page to introduce yourself and your value proposition. Based on what you know about your target base you can decide which screen resolutions you need to accommodate; blindly assuming design for higher resolutions without knowing who is coming to your site can be a costly mistake.

Photos and content need to be accompanied by text that is readable and relevant. Incorporating images into your site is important, but doing it correctly can be difficult. Images should draw a user in and help set the tone of the site, but they should not impede a user's ability to access information or complete a task.

Images should not overwhelm a page. The sizing and placement of images is key to either inviting users to explore a page or creating a roadblock to access. Images should not push key content below the fold of the page, making it unclear if there is information below the image that is worth scrolling for. Indeed, images can be used to help users know there is more on the page, but showing some, but not all of the image above the fold, you can invite users to scroll to see more. Images can also be used to break up and provide interest to text heavy pages. Users tend to scan rather than read most web pages. Images can help guide them to content of interest and provide visual breaks that allow the eye to more readily move through a page.

Experience and Qualifications

Motto has had the opportunity to work on a variety of projects through the years. These projects encompass many different arenas and each project has been unique in its own way. One of our latest projects was with Pima County and involved a county wide initiative to promote healthy eating and healthy lifestyle habits throughout the community. The “My Healthy” campaign involved all of our various departments; from art direction to technical editing, web design to commercial production. The end product was a multi-faceted campaign, designed to reach a wide range of demographics.

The website, www.healthypima.org, offers a plethora of information to the community and incorporates documents, healthy lifestyle tips, news, recipes, and much more. Throughout the duration of the campaign, we assisted in updating the website and making modifications and application adjustments. We have since turned the website over to the county for and they are now fully responsible for all maintenance of the site.

Another recent project was for the University of Arizona Outreach College <http://outreachcollege.arizona.edu/> . Through multiple brainstorming sessions and detailed research, we were able to develop a plan for the website that would appeal to the entire Southern Arizona community. The website incorporates several different applications and technical solutions and allowed us to implement an easy to use content management system to make for a less complicated transition.

Knowing this project is for the City of Flagstaff and the Plan affects a large amount of the Northern Arizona community, we wanted to make mention that even though we are a Tucson based agency, we are very familiar with the Flagstaff region. We are all native Arizonans who have traveled extensively throughout the state and understand the needs of many individual communities. Northern Arizona is a diverse region and we understand that any design work or websites created for the community would have to appeal to all demographics.

Organizational Chart

Roman Sandoval
Principal / CEO

Roman has over 20 years of experience in the arena of marketing, advertising, design, commercial production, business development, and creative direction. He is a hands on owner and prides himself in consistently delivering projects on-time and on-budget. A 5th generation Tucsonan, Roman is heavily involved in the community and sits on the boards of several non-profit agencies.

Edie Sandoval
Principal / President

Edie has a legal background but came onboard three years to assist with the day to day operations of the Agency. She has a "can do" attitude and acts in the capacity of project manager whenever necessary. Edie is extremely detail oriented and often acts as a backup copywriter and editor. Additionally, her bilingual skills (English and Spanish) regularly come in handy!

Gustavo Rocha
Art Director / Graphic Designer

Gustavo has been with the agency for over 10 years and has worked with Roman for nearly 15 years. His work is visually appealing, inspired, flawless, and known throughout the region. He is highly versatile and is fluent in the latest software, like Adobe Creative Suite but can utilize his art background to illustrate, sculpt, photograph, and paint. During brainstorming projects, he is able to conceptualize the final product which aids in consistent on-time delivery. His uncanny ability to decipher the needs of the client has made way for hundreds of successful campaigns through the years.

Carol Taylor
Account Services/Project Manager

A seasoned marketing and advertising professional, Carol manages projects by following attention to detail, strong communication, and building positive relationships with the Clients. Carol works closely with Clients to ensure that projects are finished on time, within budget, and fulfills all expectations. She is also a strong and experienced copywriter and editor and fills in, when needed, to assist in technical editing.

David Valdez
Director of Photography

David has been involved with Motto Productions for close to a decade and his creative energy has helped fuel local, regional, and national campaigns. David combines photography, imagery, color, and content in a way that only he is able to do. His creative visions always surpass expectations and his relationships with Clients has allowed for long term business connections.

Bill Smith
Web Programmer / Coder

Bill has been designing and programming websites since 1995. He is a seasoned programmer with a mind for creative solutions and loves problem solving for our clients. Each project he works on is custom and all dependent upon the needs of the client. He is an expert in HTML 5, XHTML, CSS, Flash, UI, and information architecture. He ensures that all of his projects load fast, are easy to navigate, provide a positive user experience, and effectively communicate the message.

John Read
Motion Graphics / Animator

John has been working in the field of motion graphics and animation for over 20 years and has been working with Roman for close to 12 years. John is the go to guy for making websites that much more dynamic and unique. His work is cutting edge and utilizes state of the art technology to create and design the most unique images possible. John is also one of those rare people that has a love for the work he does,

William Olguin
Designer / Photographer

William is a professional photographer and designer that brings a unique flavor and perspective to projects. His contributions have allowed for some unbelievably visually appealing final products, surpassing the goals of the Client time and time again. The energy and creative thought process that he brings to the Agency is instrumental to the ongoing success of projects and he is a great asset to have on the team.



[HOME](#)
[ABOUT](#)
[RESOURCES](#)
[PARTNERS](#)
[FAMILY'S MESSAGE](#)
[SMART CHOICES](#)
[TAKE ACTION](#)
[EVENTS](#)
[ABOUT US](#)

Small Changes. Smart Choices.

Kids

Watch videos, play games and download cool stuff!

Games
Videos
Activities
Recipes

Families

Learn how nutrition and physical activity can help you and your family.

Recipes
Activities
Events

Organizations

Help promote a healthy lifestyle in Pima County.

Businesses
Educators
Partners

It's Up 2 You!

What's New?

Visit our calendar for activities and events around you.

Twitter Feed...

Bear Essentials

Find out what Boomer is up to and Power Up With Healthy Choices!

Click here for food & fitness activities, worksheets, fact sheets and more.

Small Changes. Smart Choices.

Sweet Shot!

SHOOT FOR A HEALTHY SNACK. Choosing better snacks like a colorful variety of fruits and vegetables is good for your body and your brain. Plus a balance of good food and staying active can help you at the top of your game—on the court or in the classroom. Find a "bunch" of ways to stay healthy at [HealthyPima.org](#)

Made possible by funding from the Pima County Health Department via the U.S. Department of Health and Human Services.

OVERCOME AND THRIVE.

Across Pima County, businesses are discovering the many benefits of employee health and wellness programs. It's smart business.

Small Changes. Smart Choices.

"By walking every morning I can be an example, how small steps lead to big changes."

Across Pima County, our neighbors are doing things just a little bit different to make a big difference in the health of the community.

Visit [HealthyPima.org](#) from home or at your library, or talk to your doctor or health clinic for more information.

Made possible by funding from the Pima County Health Department via the U.S. Department of Health and Human Services.

HealthyPima.org

Small Changes. Smart Choices

See what we're doing across Pima County.

Made possible by funding from the Pima County Health Department via the U.S. Department of Health and Human Services.

For more information visit [HealthyPima.org](#)

Made possible by funding from the Pima County Health Department via the U.S. Department of Health and Human Services.

MOTTO PRODUCTIONS

[mottoproductions.com](#)

Small Changes. Smart Choices

"I've learned that having our own garden keeps us active and eating healthy... plus it's fun."

Across Pima County our neighbors are doing things just a little bit different to make a big difference in the health of the community.

THIS IS MY HEALTHY

Visit HealthyPima.org from home or at your library, or talk to your doctor or health clinic for more information.

Made possible by funding from the Pima County Health Department via the U.S. Department of Health and Human Services.

Small Changes. Smart Choices

"Cooking healthy keeps my family together."

Across Pima County our neighbors are doing things just a little bit different to make a big difference in the health of the community.

THIS IS MY HEALTHY

Visit HealthyPima.org from home or at your library, or talk to your doctor or health clinic for more information.

Made possible by funding from the Pima County Health Department via the U.S. Department of Health and Human Services.

Pequeños Cambios. Decisiones Inteligentes

"All paper practices turned overnight 30 minutes antes de que comencemos la practica."

Across Pima County our neighbors are doing things just a little bit different to make a big difference in the health of the community.

ESTAS MI EN SALUD

Descubre cómo mantenerse saludable en HealthyPima.org

Presentado por el Departamento de Salud del Condado de Pima en colaboración con el Departamento de Salud y Servicios Humanos.

Small Changes. Smart Choices

"I know my son needs to be active to be healthy, and so do I. We are doing together."

Across Pima County our neighbors are doing things just a little bit different to make a big difference in the health of the community.

THIS IS MY HEALTHY

Visit HealthyPima.org from home or at your library, or talk to your doctor or health clinic for more information.

Made possible by funding from the Pima County Health Department via the U.S. Department of Health and Human Services.

Sweet Shot!

SHOOT FOR A HEALTHY SNACK. A balance of good food and staying active can keep you at the top of your game—on the court or in the classroom. Find a bunch of ways to stay healthy at HealthyPima.org

THIS IS MY HEALTHY

Great Balance!

GRAB healthy food and stay active to help you feel your best and perform well in and out of school. A good balance will keep you on board and carving. To find more smart tricks, flip to HealthyPima.org

THIS IS MY HEALTHY

Jump in!

MAKE A SPLASH! Choose a colorful variety of fruits and vegetables, and enjoy fun activities that get you moving to energize your body and your brain. For more juicy ideas, jump on HealthyPima.org

THIS IS MY HEALTHY

Peak Performance!

REACH NEW HEIGHTS. Avoid empty snacks or drinks and stay active doing things you enjoy—whether it's hiking, swimming or dancing. Find more ways to climb to peak performance at HealthyPima.org

THIS IS MY HEALTHY

M P
MOTTO
PRODUCTIONS

mottoproductions.com

Detailed Budget

Regional Plan - Technical Editing, Graphic Design, and Web-Site Design Proposed Budget

Salaries and Wages

Agency

		Hours			Total Hours	Total Cost
Hourly Rate		Phase I	Phase II	Phase III		
Art Direction	\$150	23	3	2	28	\$ 4,200.00
Graphic Design	\$110	68	8	8	84	\$ 9,240.00
Technical Editing	\$80	100	25	25	150	\$ 12,000.00
Website Coding/Programming	\$175	80	10	10	100	\$ 17,500.00
Account Service	\$125	50	10	10	70	\$ 8,750.00
Total		321	56	55	432	\$ 51,690.00

Other Costs

Equipment & Supplies

Project related travel**

\$ 500.00	\$ 250.00	\$ 250.00	\$ 1,000.00
\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00

Total

\$ 5,500.00

Grand Total

\$ 57,190

CITY OF FLAGSTAFF PURCHASING DIVISION
211 WEST ASPEN AVE.
FLAGSTAFF, ARIZONA 86001

REQUEST FOR PROPOSAL No. 2013-10
BUYER: Rick Compau, C.P.M., CPPO, CPPB
PH: (928) 213-2275, FX: (928) 779-7656

FIXED FEE/PRICE

Firm Fixed Fee/Price: \$ \$57,190